

Introduction

This paper presents an overview of the research carried out on a small business. The research focused on innovation management surrounding one particular product innovation project, over three years. Relevant literature is presented to explore the links between the different research topics, and a brief overview of the research methodology is detailed. The research findings highlight some of the principal outcomes of the study. Finally, a summary is given of the principal outcomes and possible relevance to other businesses.

Organisational and Literature Context

Small businesses have a significant role to play in all economies around the world. Research [Schumpeter, 1942] has suggested that small businesses contribute to the economy in two ways: they are an important element of the overall renewal process, and it is one mechanism by which millions of people enter the economic and social mechanism [Robbins *et al.*, 2000:293]. These small business performances are linked to customer needs. Those businesses that adopt this marketing concept are more likely to succeed when they are combined with growth and differential strategies [Pelham, 2000]. The market-orientated strategic postures of successful small businesses are moderated by the needs of customer-led day-to-day activities. Successful small businesses are those that can wisely balance these two perspectives, market orientation and customer-led, the present with the future. A small business's innovation plans are essentially linked to this present and future balance of customer values [Connor, 1999].

But what is innovation? Innovation is any product, process, policy, or structure change that is perceived to be new [Nohria and Gulati, 1996]. Innovation research has long focused on those factors which are most closely linked to success such as: structure [Appelbaum *et al.*, 1998]; the focus on customer needs, leadership, information sharing, inventiveness, ability to implement [Appelbaum and Goransson, 1997]; building cross-functional teams [Elmuti, 1996]; organizational learning [Denton, 1997]. Research into innovation surrounding New Product Development (NPD) has noted interest in looking at the issues of functional integration and the affect on information sharing and interaction [Craig and Hart, 1992]. Work by Gerhardt (1989) suggested that integration is dependent on interaction between team or group members. It has been suggested therefore that coordination of team or group activity is reached through negotiated sensemaking between these team or group individuals [Ormerod, 2002].

In small businesses the culture resulting from the interaction between the initial founder's assumptions and theories and those learnt by the group's from their own experiences are very important (Schein, 1983). The founder will often bring professional managers into the small business to contribute to the overall organizational and functional skills, and as such are welcomed by most of the business's individuals and groups. An element of mistrust may result, however, when these managers start to question the founding assumptions (Schein, 1983). Owners or founders innovativeness seems to be an essential part of the overall entrepreneurial orientation for innovation within the firm (Verbees and Meulenbergh, 2004). This entrepreneurial orientation reflects how these new innovations are processed. But if there is a difference in assumptions between the founders and these new professional

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Table of Contents Sample Business Research Papers

1. Understanding the eBook Sample Business Research Papers
 - The Rise of Digital Reading Sample Business Research Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Sample Business Research Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sample Business Research Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Business Research Papers
 - Personalized Recommendations
 - Sample Business Research Papers User Reviews and Ratings
 - Sample Business Research Papers and Bestseller Lists
5. Accessing Sample Business Research Papers Free and Paid eBooks
 - Sample Business Research Papers Public Domain eBooks
 - Sample Business Research Papers eBook Subscription Services
 - Sample Business Research Papers Budget-Friendly Options

6. Navigating Sample Business Research Papers eBook Formats
 - ePub, PDF, MOBI, and More
 - Sample Business Research Papers Compatibility with Devices
 - Sample Business Research Papers Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sample Business Research Papers
 - Highlighting and Note-Taking Sample Business Research Papers
 - Interactive Elements Sample Business Research Papers
8. Staying Engaged with Sample Business Research Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sample Business Research Papers
9. Balancing eBooks and Physical Books Sample Business Research Papers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sample Business Research Papers
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
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 - Setting Reading Goals Sample Business Research Papers
 - Carving Out Dedicated Reading Time
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 - Fact-Checking eBook Content of Sample Business Research Papers
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

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- Interactive and Gamified eBooks

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